

Enhancing Product Sales and Outlet Performance Monitoring in the Middle East

ABOUT CLIENT

- A regional branch in the Middle East offering a wide range of daily consumer product lines with a strong focus on sustainability and social responsibility.
- Operating in countries like the UAE and Saudi Arabia, they employ over 1,500 people and foster an inclusive and innovative workplace.

PROBLEM STATEMENT

The company highlighted multiple challenges in its physical outlet sales performance when we first sat together for a discussion. Here are the key issues we identified:

Product Sales & Outlet Performance:

The client struggled to accurately analyze product sales, identify top-performing outlets, and manage oversales, impacting inventory optimization and resource allocation.

Rising Competition in ME:

They lacked a reliable method to assess their brand's performance against competitors, limiting their ability to apply strategic solutions.

Sales Department Tracking:

We also noticed roadblocks in monitoring monthly attendance and individual product sales performance, affecting productivity and performance management.

Industry

Consumer Goods

Services Used

- Business Intelligence (BI)
- Data Analytics
- Digital Transformation
- ETL
- Power BI

Region

Middle East

Function/Department

- Human Resources (HR)
- Operations Management
- Procurement and Purchasing
- Sales and Business Development

Engagement Model

End to End Project Lifecycle Management

SOLUTION

Our experts implemented the following steps to manage and optimize their TikTok marketing efforts:

Excel (OneDrive/SharePoint Integration):

- We helped the client pull data from Excel files stored on OneDrive and SharePoint. These cloud platforms made it easy to work together in real time, keep track of changes, and access the data seamlessly for further analysis.

VPN (Virtual Private Network):

- Our team set up a secure VPN to ensure the client could safely access their internal data, especially when using SharePoint or OneDrive from remote locations. This gave them peace of mind knowing their sensitive data was protected, no matter where they worked.

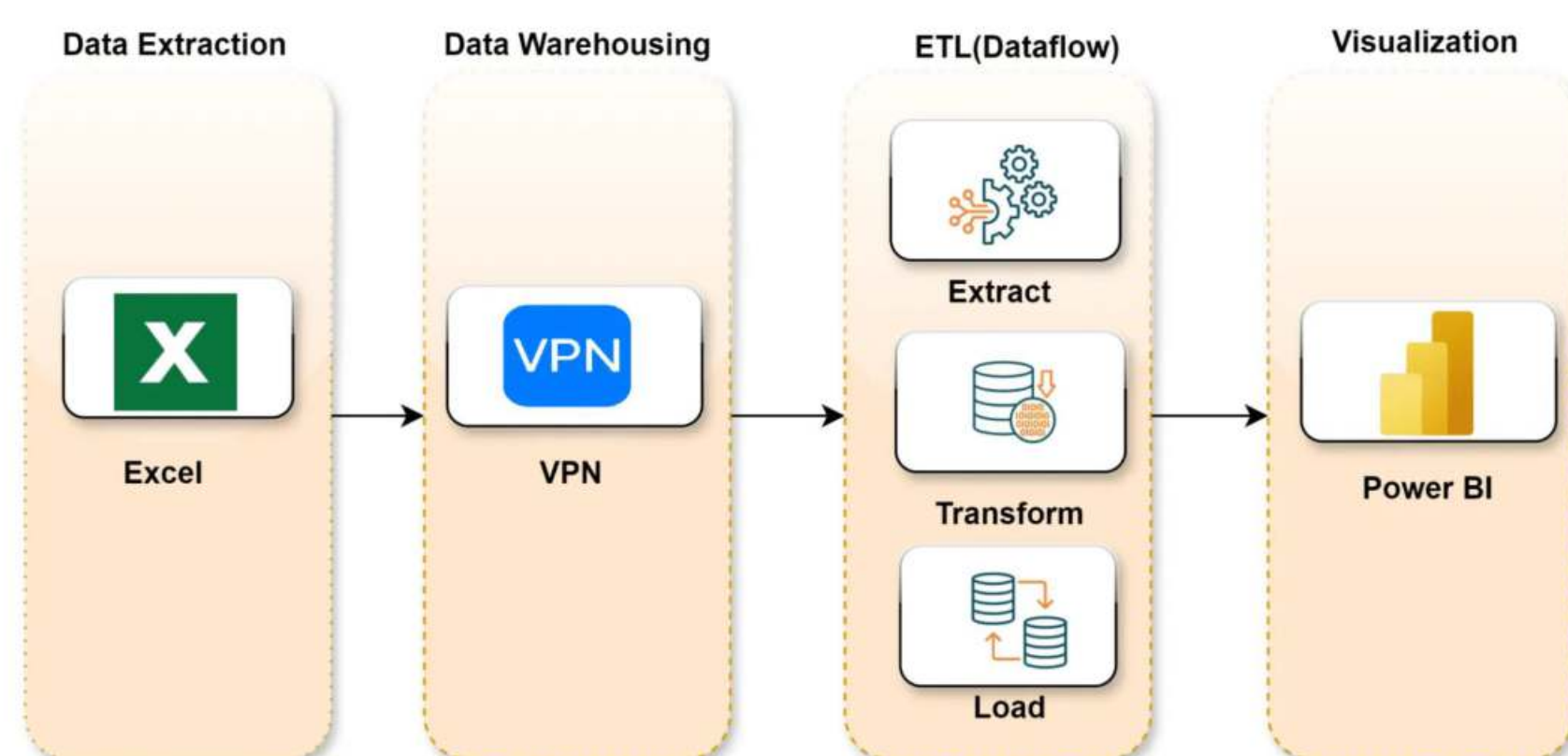
ETL (Extract, Transform, Load) via Dataflows:

- We simplified the client's ETL process by automating data extraction from Excel files, transforming it into the right format, and loading it into their data warehouse or Power BI. This made sure the data was clean, ready, and easy to analyze.

Power BI Setup:

- We used Power BI to turn the client's data into powerful, interactive reports and dashboards. By linking the data from their ETL process, we helped them effectively utilize the collected information with easy-to-understand visualizations.

TECHNICAL ARCHITECTURE



BUSINESS IMPACT

- The client improved visibility into product sales and outlet performance, resulting in a 15% increase in accurate sales reporting.
- They can now compare their brand's performance against competitors, leading to a 12% increase in market trend visibility.
- A new system for tracking monthly attendance and individual sales performance improved attendance tracking accuracy by 25%.
- Better oversight of product sales and outlet performance helped optimize inventory turnover by 18%.
- Data-driven discount strategies, based on competitor performance and trend analysis, increased customer engagement by 14%.
- A more robust system for tracking individual sales performance led to a 10% improvement in sales staff productivity.

By putting a data-driven solution in place, the client gained better control over their product sales and outlet performance. This led to smoother inventory management and more efficient use of resources. With the ability to track competitor trends and optimize sales staff performance, they've been able to strengthen their competitive edge and improve overall operations.